



**RESIST PROHIBITION!** The Inaugural Brewhibition, presented by Superfly Fabulous Events, is Knoxville's Spring Craft Beer Festival. Taking place on May 2nd, 2015 in the Old City Courtyard, Brewhibition is not only a celebration to the end of Prohibition, but also a homage to the amazing Tennessee and regional brewers who were born out of the Prohibition.

Located in the Bowery area of Knoxville, Brewhibition promises to be a "one of a kind" event and a "must do" for craft beer lovers in the region. Brewhibition takes a different approach by focusing on the unique aspects of beer, with a little WOW factor mixed in. Special craft beers created just for Brewhibition and those unique hard to find beers will be on full display throughout the day.

**Brewhibition** will cut no corners to give aficionados of craft cider & beer the best of both worlds. All our activities are presented with the goal of growing the awareness of the fabulous craft ciders and beers we have in the region, and beyond to everyone who attends.

- **Over 75 Craft Cider & Craft Beers to Sample** - From nano and micro breweries to obscure, rare and unique beverages only found at the Brewhibition. There will be amazing creations from our participating breweries and cider houses.
- **Beer Cocktails** - Beer Cocktails are taken to the next level at this event. Six brewers and six distilleries will pair off and create a unique one of a kind Beer Cocktail concocted just for Brewhibition.
- **Mobile Infusers** - Two Mobile Infusers will be on hand throughout the day, infusing everything from Pecan Pie to Toasted Coconut for a unique taste that is sure to bring a smile to your face. If you're wondering where the mobile infusers will be, just look for the people running to get in line.
- **Brewery/Distillery Collaborations** - In addition to the over 20 breweries at Brewhibition, participants will be given tokens to try each of the six East Tennessee Beer Cocktails paired with both an amazing local brewer and an equally amazing local distillery.
- **10 Station Mixology Bar** - The 10 Station Mixology Bar will be available so you can have your beer, your way. From French Broad Chocolate shavings to boba balls to a dash of Bloody Mary Mix, you'll be amazed at how much fun the Mixology Station can be.
- **Entertainment** - Attendees can expect outrageous fun at this inaugural event with great music, a 1920's Costume Contest and the Beer City Hoopers.

Contact us at [info@superflyfab.com](mailto:info@superflyfab.com)



**Brewhibition - Knoxville's Spring Craft Beer Festival**  
**RESIST PROHIBITION!**  
**Over 75 Craft Beers & a Tribute to Craft**

**#brewhibition**  
**#resistprohibition**

**May 2, 2015**  
**Old City Courtyard**  
**Knoxville, Tennessee**  
**First Pour: 1:00 - 2:30**  
**Grand Tasting: 2:30 - 6:00**



# 2015 Brewhibition

## SPONSORS CAN EXPECT MANY OPPORTUNITIES:

A Brewhibition sponsorship offers significant community exposure for your business and further increasing your business profile and profitability. The Cider Circus will generate exposure through a mix of TV, Radio, Print and Social Media marketing partners.

## SPONSORS BRAND PACKAGE:

Your brand will be recognized as the main sponsor for your designated sponsorship level, prominently displayed on our website ([www.brehibition.com](http://www.brehibition.com)) under the Sponsor page, included in all Press Release announcements related to your sponsorship level, logo placement on festival poster, on site advertising banners, presence in Social Media (Facebook) and Newsletter campaigns. Where indicated, you also receive print advertising 1/2 page or larger and stage recognition for your involvement. Our focus is on ensuring increased awareness for the event, sponsors and vendors.



## SPONSORSHIP LEVELS

### RIGHT LEADER SPONSOR

Sponsors Brand Package plus:  
Sponsors logo shared with Brewhibition  
logo on all Pint Glasses  
2 dedicated entry banners Welcoming patrons to the Brewhibition  
Brewhibition print campaign  
Sponsors logo on Grand Tasting & First Pour Tickets  
20x20 booth space to promote business  
Sponsor and Brewhibition Combination 10x10 banner for photo backdrop at festival  
5 stage recognition announcements, with special appreciation during closing remarks.  
10 Grand Tasting tickets  
6 First Pour tickets

### THE GANGSTER

Sponsors Brand Package plus:  
Logo on 2000 Pint Glasses  
branded with Sponsor logo and festival logo  
Brewhibition print campaign  
3 titles on newsletter  
3 stage recognition announcements  
10 Grand Tasting tickets

### ART DECO SPONSOR

Sponsors Brand Package plus:  
Sponsors logo on the back of 150 volunteer T-Shirts  
with Brewhibition logo on the front  
Brewhibition print campaign  
3 stage recognition announcements  
8 Grand Tasting tickets

### GRAND TASTING SPONSOR

Sponsors Brand Package plus:  
Sponsors name & logo on all Grand tasting wristbands (85%) of anticipated 2,000 patrons  
Sponsor logo on all General Admission tickets  
Brewhibition print campaign  
Stage recognition announcements  
6 Grand Tasting tickets

### COASTER SPONSORSHIP

Sponsors Brand Package plus:  
Sponsors name & logo on 20,000 drink coasters distributed to breweries and bars throughout greater Knoxville. 1/3 of the coaster design will include Sponsors name & logo.  
Sponsor logo on all Grand Tasting tickets  
Brewhibition print campaign  
2 Stage recognition announcements  
8 Grand Tasting tickets

### FIRST POUR ADMISSION

Sponsors Brand Package plus:  
Authorization for Sponsor to place 2 branded banners in the FIRST POUR area  
Sponsors logo on all First Pour tickets  
Free 10x10 booth & display space in First Pour area to promote Sponsors business  
6 First Pour tickets



### OFFICIAL AFTER PARTY

Sponsors Brand Package plus:  
Sponsors complete involvement and recognition of the production of the Official After Party  
6 Grand Tasting tickets

### HOPS & VINES SPONSOR

Sponsors Brand Package plus:  
Free 10x10 booth & display space within Brewhibition area to promote Sponsors business  
2 Pint Glasses  
2 Grand Tasting tickets

### FLAPPER SUPPORTER

Sponsors Brand Package plus:  
Supporters logo in designated section of our website  
2 Grand Tasting tickets

